



2023 LOCAL CONTENT AND SERVICE REPORT TO THE COMMUNITY



PBS is far & away the very best television available! Thank you for providing excellent programs.
-Diane (Bridgman, MI)

Mission Statement: WNIT is a trusted, community owned public media source that is dedicated to inspire, inform, educate, entertain and unify the communities we serve.



WNIT is a valuable part of the Michiana community.

Our **Vision** is to foster enlightenment in our community anytime, every time and everywhere.

Our **Promise** is to uphold and foster our most valued asset, the public trust. We will actively embrace this promise by adhering to these values and principles:

- We will provide communication content that inspires, educates and entertains.
- We will champion and provide free access to the multi-media world and all WNIT content.
- We will manage a fiscally responsible organization without seeking profit.

WNIT's local services have a deep impact throughout the Michiana region.

- In addition to our 6 weekly local programs, we focused our special documentaries on local, historical landmarks that have left lasting impressions.
- We continued the series "Women in Leadership."
- WNIT expanded at-home and in-school learning resources and opportunities
- All programming and services are available through broadcast and streaming on our web site.

In 2023, WNIT provided these key local services:

- WNIT continued to produce topical programs to educate our viewers and increased our educational outreach to our surrounding, rural viewing areas. These programs offered area schools expanded learning resources for children, families, and teachers .
- We continued to air our six local programs with a hybrid model of Zoom and in-person interviews, while maintaining timely and relevant topics.
- We produced 2 more "Legends of Michiana" documentaries, and continued our "Remember When" documentary series.

WNIT continues to maintain an active and involved presence throughout the Michiana community. During 2023, we continued and expanded our educational resources for children, families, and teachers with a bigger presence through the MLC channel (Michigan-Learning Channel) in partnership with the Michigan PBS station. We continued to shift topics of our local programs to cover timely topics related to helping children and parents navigate the difficult task of learning in today's climate. WNIT's Education Coordinator also presented at several conferences & meetings on the ways PBS educational resources can be utilized to benefit local non-profit businesses and educators efforts in our community.

We continued to produce six local weekly shows with varied methods for interviews both in-person and over Zoom. This expanded our interview pool to experts throughout the region, state, and nationally to help provide the most up-to-date information for viewers to make well-informed decisions.

WNIT continues to use its weekly local shows (Experience Michiana, Politically Speaking, Economic Outlook) to inform the public on the arts and cultural offerings happening throughout our viewing area, the political landscape, as well as, the economic climate both locally and nationally.

We continued producing some of our traditional, highly acclaimed documentaries, including our Legends of Michiana series, the Women in Leadership series, a program on an Playland Amusement Park that brought so much joy to individuals in the Michiana area, as well as a documentary on the Pokagon Band of Potawatomi, a local Native American tribe who has survived through the pressures of colonialism, government oppression, and modern-day life.

Our print viewing guide, the WNIT *Planner* remained a staple of membership benefits, with over 6,800 copies printed and distributed each bi-monthly issue. This publication offers program highlights, and features about our Membership, Development, Production, Kids Club and Directors' Circle. It was a great tool to detail the important programming coming up and share insight into the productions of WNIT.

WNIT maintains an active and energetic presence in social media. In addition to our web site and social media, we offer a weekly e-newsletter to keep individuals informed on all things station related. The newsletter provides information on upcoming shows, donor connectivity and a heavy focus on parental tools for early childhood education and curriculum-based learning through the PBS suite of free products and resources.

Our part-time educational outreach position continues to give us an added advantage as the go-to-source for teachers and educators looking for supplemental tools and resources. This position interacts with educators, schools, early childhood learning centers, community advocates and organizations, and perhaps most importantly, parents to share resources and tools to support early childhood education in the communities we serve.

WNIT continued to manage our local public access channel for St. Joseph County and the cities of South Bend and Mishawaka, Indiana. With some citizens having limited ability to attend council meetings in person, the public access channel has become an important means of keeping residents connected with council business.

We brought back several in-person events within the year including a Daniel Tiger: Be My Neighbor Day event in collaboration with Fred Rogers Productions, PNC Bank and the South Bend Cubs. The event featured giveaways, dinner, an appearance by Daniel Tiger, and a canned food drive for the local Food Bank. It was designed to teach children how to care for others in their community and "be a good neighbor."

Here is a Link to a photo gallery from the event: <https://www.wnit.org/page/be-my-neighbor-day.html>

Here are some of our favorites photos from the event:



**Thank you so much for organizing "Be My Neighbor Day! Both of my boys loved it. We look forward to it every summer!
- Elizabeth (South Bend, IN)**



Legends of Michiana: Jeannine & Nafe Alick

Aired On
May 25, 2023 at 8pm (34.1)
Re-aired May 28, 2022 at 3pm

As true leaders of the Michiana community, Jeannine and Nafe Alick established Alick's Drugs in 1967 which eventually led to the founding of Alick's Home Medical Equipment.



Women in Leadership: Art

Aired On
June 28, 2023 at 7:30pm (34.1)

The eighth installment of Women in Leadership features the dynamic art scene in Benton Harbor, Michigan with ARS Arts & Cultural Center, Waterstreet Glassworks, and Rhythm To You in Mishawaka, Indiana.



Remember When: Playland Park

Aired On
August 24 at 8pm (34.1)
Re-aired May 29, 2022 at 6pm (34.1)

PBS Michiana - WNIT took viewers on a historic ride with a look back on the place that brought so much joy to so many individuals.



Legends of Michiana: Carmi and Chris Murphy

Aired On

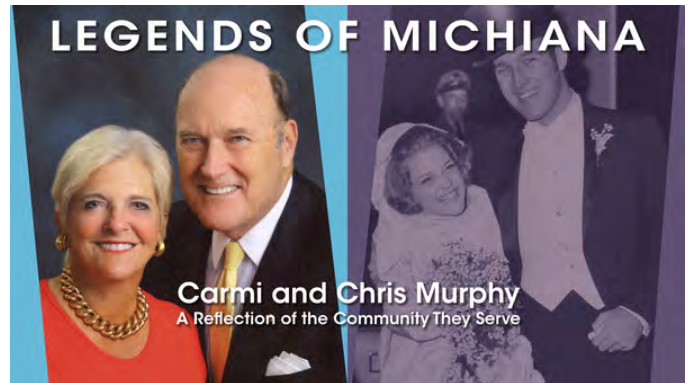
September 7, 2023 at 8:00pm (34.1)

Re-aired September 10, 2023 at 7:00pm (34.2)

September 17, 2023 at 4:00pm (34.1)

September 21, 2023 at 8:00pm (34.1)

Witness the story of the Murphys, pillars of the South Bend area, known for their generous giving of themselves to their community through philanthropic gifts, time, treasures and talents.



Pokagon Band of Potawatomi: A Song for Everything

Aired On

September 28, 2023 at 8:00pm (34.1)

Re-aired October 1, 2023 at 7:00pm (34.2)

November 13, 2023 at 9:00pm (34.1)

November 27, 2023 at 7:00pm (34.2)

This documentary is a story about how tribal expressionism and individualism of members combine with culture as a binding force of community.





I have been remiss for not praising you and your staff for your production of Pokagon Band of Potawatomi - A Song for Everything. I found the program very informative and unique in a way that had never been done before by anyone (as far as I know) and it gets to the heart of a community that is desperately trying to preserve its culture.

-Steve and Tracy (Elkhart, IN)

2023, for PBS Michiana - WNIT, was a year of getting back to doing what we do best; educating minds, inspiring hearts and uniting the communities we serve.